

## ***5.0 Socio-Economic - Goals, Policies and Action Statements***

### Demographics and Neighborhoods

**GOAL A: PRESERVE AND ENHANCE THE PHYSICAL AND SOCIAL ENVIRONMENT AND FACILITATE POSITIVE RELATIONS AND A SENSE OF WELL-BEING AMONG ALL COMMUNITY MEMBERS, INCLUDING RESIDENTS, WORKERS AND BUSINESSES.**

**Policy A.1** Encourage citizen and business participation in City policy decisions and civic affairs and assure that all of the City's residents have equal opportunities to participate. (Refer to the Community Participation Subelement for related goals and policies.)

**Policy A.2** Strive to assure that all residents have equal access to City services.

**Policy A.3** Ensure an integrated planning approach that considers all elements of the City's General Plan in establishing long or short-range plans, goals and objectives for the City.

**Policy A.4** Maintain City facilities and City properties to a high standard of maintenance and promote a positive aesthetic appearance in the neighborhoods.

**Policy A.5** Maintain City neighborhoods as safe, healthy places to live.

**Policy A.6** Encourage neighborhood patterns that encourage social interaction and avoid isolation.

### Economy and Employment

**GOAL B: MAINTAIN AND ESTABLISH POLICIES THAT PROMOTE A STRONG ECONOMY WHICH PROVIDES ECONOMIC OPPORTUNITIES FOR ALL SUNNYVALE RESIDENTS WITHIN EXISTING ENVIRONMENTAL, SOCIAL, FISCAL AND LAND USE CONSTRAINTS.**

**Policy B.1** Provide existing employers with opportunities to expand employment within land use constraints and in accordance with regional planning goals.

**Policy B.2** Participate in partnerships with local industry/businesses in order to facilitate communication and address mutual concerns.

**Policy B.3** Monitor the effect of City policies on business development and consider the effects on the overall health of business within the City.

**Policy B.4** Participate in regional efforts to respond to transportation and housing problems caused by economic growth in order to improve the quality of life and create a better environment for business to flourish.

### ***Action Statements***

***B.4a*** Support land use policies to achieve a healthy relationship between the creation of new jobs and housing.

***B.4b*** Support regional revenue raising efforts to fund needed highway and transit

improvements.

**B.4c** Support transportation demand management programs and other ride sharing programs countywide.

**GOAL C: ENDEAVOR TO MAINTAIN A BALANCED ECONOMIC BASE THAT CAN RESIST DOWNTURNS OF ANY ONE ECONOMIC SECTOR.**

**Policy C.1** Support efforts to establish Sunnyvale's downtown area as a strong commercial center for the City.

**Policy C.2** Monitor revenues generated by different economic sectors on an ongoing basis.

**Policy C.3** Maintain an attractive business community.

**Policy C.4** Promote business opportunities and business retention in Sunnyvale.

**Policy C.5** Support land use policies that provide a diversified mix of commercial/industrial development.

**Policy C.6** Consider development of a strong business retention program.

**GOAL D: SUPPORT EFFORTS TO CREATE EMPLOYMENT OPPORTUNITIES FOR ECONOMICALLY DISADVANTAGED INDIVIDUALS, DISABLED INDIVIDUALS, MINORITIES, WOMEN, YOUTH AND OTHERS WITH SPECIAL EMPLOYMENT NEEDS.**

**Policy D.1** Support reforms to the welfare system that will provide positive incentives to those on welfare to enter the workforce and decrease welfare dependency.

**Policy D.2** Support federal programs, such as JTPA, aimed at increasing employment opportunities for groups with special employment needs.

Education and Training

**GOAL E: SUPPORT EFFORTS TO IMPROVE THE AVAILABILITY AND QUALITY OF EDUCATION MADE AVAILABLE IN SUNNYVALE.**

**Policy E.1** Support educational reforms that will cost-effectively result in better education.

**Policy E.2** Support unification of school districts within the Sunnyvale City limits.

**Policy E.3** Support legislation that will provide appropriate state funding for kindergarten through 12th education in Sunnyvale, including funding for extracurricular activities.

**Policy E.4** Support reforms to the State's school formula based upon average daily attendance to recognize actual needs of funding for schools.

**Policy E.5** Support legislation returning more local control to boards of education.

**Policy E.6** Support and/or consider the feasibility of attracting higher education into

Sunnyvale and the region.

**Policy E.7** Support reforms to improve educational quality.

**Policy E.8** Support appropriate funding for community colleges serving Sunnyvale.

**GOAL F: PROVIDE JOB TRAINING AND EMPLOYMENT SERVICES, WITHIN CONSTRAINTS OF OPERATIVE FEDERAL REGULATIONS AND AVAILABLE FEDERAL FUNDING, TO ADDRESS THE LOCALLY-DETERMINED EMPLOYMENT AND TRAINING NEEDS OF ECONOMICALLY DISADVANTAGED RESIDENTS AND OTHERS WITH SPECIAL NEEDS.**

**Policy F.1** Participate in JTPA as a service delivery area as long as adequate Federal and State funding for the program is available, legislation remains essentially intact and the program can be cost-effectively administered.

***Action Statements***

***F.1a*** Develop an annual job-training plan responding to local economic needs.

***F.1b*** Support strong private sector involvement (through the Private Industry Council) in developing local program goals and objectives.

***F.1c*** Develop program alternatives to address the unique needs of special populations, such as youth, seniors, the disabled, welfare recipients and others.

***F.1d*** Develop a comprehensive, flexible delivery system oriented to placing participants in employment opportunities with future potential.

***F.1e*** Cooperate to the maximum extent feasible with other Federal, State and local agencies providing similar services or serving common clients.

***F.1f*** Stress performance outcomes in setting program objectives and monitor and evaluate performance in relation to those targets on an on-going basis.

***F.1g*** In event that federal/state funding for job training services is insufficient to continue City sponsorship of a Service Delivery Area, the City will consider alternative delivery systems that will assure effective delivery of job training services to Sunnyvale residents.

**Policy F.2** Support Federal job training and related legislation that maintains the primary role of local governments for serving economically disadvantaged and others with special needs.

***Action Statements***

***F.2a*** Support legislation that establishes an active participating role for the Private Industry Council.

***F.2b*** Support legislation that establishes local service delivery areas responsive to local needs.

**F.2c** Support adequate funding for the program, based upon a formula that is realistically based on the needs of the local areas.

#### Health and Social Services

**GOAL G: ENHANCE THE PROVISION OF HEALTH AND SOCIAL SERVICES TO SUNNYVALE RESIDENTS BY PROVIDING OPPORTUNITIES FOR THE PRIVATE MARKETPLACE TO MEET THE HEALTH AND SOCIAL SERVICE NEEDS OF CITY RESIDENTS.**

**Policy G.1** Encourage the co-location of health and social service providers in Sunnyvale to facilitate the availability of such services.

**Policy G.2** Provide incentives, such as co-location privileges or rent subsidies, to attract private agencies to provide needed health and social services.

**Policy G.3** Support measures to reduce the number of individuals who are uninsured for medical coverage, including catastrophic illnesses.

#### **Action Statements**

**G.3a** Develop and maintain an active policy on health insurance, that establishes a national or statewide plan of coverage, but does not unnecessarily burden employers with the financial responsibility for covering the added costs.

**GOAL H: IDENTIFY PRESSING HEALTH AND SOCIAL NEEDS OF THE SUNNYVALE COMMUNITY, ENCOURAGING APPROPRIATE AGENCIES TO ADDRESS THESE NEEDS IN AN ADEQUATE AND TIMELY MANNER.**

**Policy H.1** Support efforts to increase the availability, quality and affordability of childcare in North Santa Clara County.

#### **Action Statements**

**H.1a** Support involvement of employers in the provision of childcare services for their workers.

**H.1b** Support measures that increase the number of childcare programs available to Sunnyvale residents and workers.

**H.1c** Support state and federal measures that provide financial subsidies to low income workers for childcare.

**H.1d** Support the availability of information and resource referral services in North County.

**H.1e** Support appropriate legislation that will increase the availability and quality of childcare.

**H.1f** Develop and maintain an active childcare policy that specifies City role in the

child care area.

**Policy H.2** Support non-discriminating efforts to cure catastrophic diseases (such as AIDS) and prevent their spread in the community.

***Action Statements***

***H.2a*** Support state and federal legislation to provide health care to AIDS patients.

***H.2b*** Participate in organized efforts to educate the general public about AIDS.

***H.2c*** Support adequate state, federal and private sector funding directed at the cure and treatment of AIDS.

**Policy H.3** Encourage the provision of services for older adults in Sunnyvale.

***Action Statements***

***H.3a*** Continue to provide incentives to co-locate services at City facilities serving seniors.

***H.3b*** Consider matching support for County-wide programs that serve the nutritional needs of low-income seniors.

***H.3c*** Consider incentives to attract private "senior day care" services.

***H.3d*** Support senior escort services for low-income seniors.

***H.3e*** Support programs that provide low-cost housing alternatives to Sunnyvale seniors.

***H.3f*** Continue to provide transportation services for seniors.

**Policy H.4** Support programs that cooperate closely with the City's Public Safety program in providing crisis intervention/emergency services.

**Policy H.5** Support programs that decrease drug and alcohol use and dependence in the community.

***Action Statements***

***H.5a*** Target drug and alcohol education and enforcement efforts to youth and schools.

**Policy H.6** Support the provision of emergency shelter to Sunnyvale residents.

***Action Statements***

***H.6a*** Support regional efforts to provide and develop emergency shelters in North County for the homeless. (Refer to the Housing and Community Revitalization Sub element for additional policies.)

**Policy H.7** Encourage the provision of programs that provide assistance in the acculturation and assimilation of refugees into the community.

***Action Statements***

***H.7a*** Support federal and state funding of language programs.

***H.7b*** Support federal and state funding of employment assistance programs.

***H.7c*** Support cooperative programs with local school districts.

**Policy H.8** Encourage programs that assist at-risk youth in obtaining an education and learning job skills.

***Action Statements***

***H.8a*** Support cooperative programs with local school districts.

***H.8b*** Develop employment services through NOVA that assist at-risk youth in obtaining basic skill competencies.

**Policy H.9** Encourage programs and services that address the special needs of the disabled population and assure that disabled individuals have access to services.

***Action Statements***

***H.9a*** Maintain an active City policy that assures that disabled individuals have access to City programs and services.

***H.9b*** Strive to assure that outside group contract agencies have non-discrimination policies and practices.

***H.9c*** Maintain an assisted recreation program to address the special recreational needs of the disabled.

***H.9d*** Encourage and support efforts to allow disabled individuals to live independently.

***H.9e*** Provide special job training services for the disabled through JTPA funds and seek out special grants for additional services.

***H.9f*** Support efforts to inform disabled individuals about services that are available.

***H.9g*** Support county, state and federal legislation which addresses the needs of the disabled.

***H.9h*** Encourage and support efforts to provide residential, transitional facilities for disabled residents.

**Policy H.10** Encourage adequate provision of health care services to Sunnyvale residents.

***Action Statements***

**H.10a** Encourage the provision of residential health care services for seniors by the private sector.

**H.10b** Assure that adequate medical care facilities are available to Sunnyvale residents.

**H.10c** Support fiscally reasonable legislation that will provide all citizens with health care insurance.

**H.10d** Review land use policies to assure that consideration is given to senior care facilities.

**H.10e** Support an active role in El Camino Hospital District and assure that its services address community needs.

**Policy H.11** Encourage the adequate provision of social services to Sunnyvale residents.

***Action Statements***

**H.11a** Assist appropriate agencies, such as the County and United Way, in assessing social service needs.

**H.11b** Coordinate funding of outside agencies with County and United Way funding and other funding sources.

**H.11c** Participate in joint planning efforts with appropriate agencies.

**H.11d** Provide support to enhance the service capabilities of a local community services organization.

Human Service Planning and Policy

**GOAL I: MONITOR HUMAN SERVICE NEEDS OF THE COMMUNITY IN ORDER TO IDENTIFY APPROPRIATE RESPONSES AND ENCOURAGE THE PROVISION OF NEEDED SERVICES.**

**Policy I.1** Maintain an active "Outside Groups Funding Policy" relating to the City's standards and requirements for accepting applications for funding from non-profit agencies.

***Action Statements***

**I.1a** Assure that groups receiving City funds are held accountable for contract performance.

**I.1b** Assure that the performance of groups receiving funds are monitored in an on-going basis.

**I.1c** Maintain an annual process for acceptance and evaluation of applications for human service groups.

**I.1d** Consider providing limited financial support to those agencies/programs that are closely related with existing General Plan goals and objectives.

**GOAL J: ENCOURAGE AND SUPPORT A NETWORK OF HUMAN SERVICES THAT PROVIDES FOR THE BASIC NEEDS OF SUNNYVALE'S RESIDENTS.**

**Policy J.1** The City shall seek to have as many Human Service needs as possible met through other resources in the following priority:  
selfhelp private nonprofit organizations other government agencies

**Policy J.2** The City shall assume an advocate role to manage the use of its resources to meet Human Services needs in Sunnyvale.

***Action Statements***

***J.2a*** Encourage and advocate coordination and cooperation among organizations providing human services in Sunnyvale.

***J.2b*** Advocate, encourage, and wherever possible, facilitate the co-location of human service providers.

***J.2c*** Actively pursue the cooperation of federal, state, county and other agencies to enhance the quality of availability of human services to citizens of Sunnyvale.

**Policy J.3** The City may assume the role of a direct service provider of human services when:  
Specifically targeted intergovernmental funds (such as JTPA, CDBG) are available for which the City could most cost-effectively administer the human service programs (rather than outside groups) to address significant community needs; direct service provider role will terminate when such funds are no longer available; or Specific community needs are identified and the General Plan, City policies or action plans provide for the City to take on such a role.

**Policy J.4** The City may assume the role of an indirect service provider of human services when specifically targeted intergovernmental funds (i.e. JTPA, CDBG) are available to the City but another agency could most cost-effectively administer the human service program to be addressed by the funds. Funding to the provider will terminate when such funds are no longer available, or the provider can no longer provide the service, or the specific community need has been fulfilled or the City determines to take on the service directly.

**Policy J.5** The City may provide limited financial assistance to qualified outside groups if: The program proposed for funding does not duplicate existing services, addresses a significant community need or facilitates the co-location of human service providers in the City of Sunnyvale; augments (but does not duplicate) service provided directly by the City, provides the service at a cost lower than the City can provide or is the most logical service provider; and provision of such services is compatible with the City's General Plan, policies or action plans; and The program for which funding is requested is qualified under the City's Outside Groups Funding Policy.